

Health & Safety International

The Journal for Employee Protection

Media Information

Why Health & Safety International?

With so many people working in dangerous environments the need for more effective **Personal Protective Equipment** has never been greater. As manufacturers, you have researched and developed products that really can make working lives safer, but at the same time, the marketplace has become more and more competitive.

Therefore the need for more effective **media**, providing routes to market at all levels in the channel, has never been greater and is being met by **Health & Safety International** magazine. Now in its eighth year **HSI** has gone from being the new kid on the block to what it is today: a powerful method of getting your product into the hands of decision makers across Western and Eastern Europe.

Whereas other magazines rely solely on editorial from manufacturers to fill their pages, **HSI** carries several in-depth articles in each issue. Our authors are respected consultants, organisations and notified bodies from around the world, responsible for legislation, certification, procuring and using products, such as the BIA, HSL, TUV, DIN, SATRA, BTTG, etc.

HSI is now audited by the Audit Bureau of Circulations (ABC) so you can be sure that your advertising is reaching thousands and not wasting thousands.

What does this mean for you?

It means that your advertisements and PR appear in up-to-the-minute, unbiased, professional and informative articles that our readers find useful and read from beginning to end. We are always getting positive feedback on the informative we disseminate. It means a higher profile for your company and products, and quality sales leads.

- *Largest European circulation*
- *ABC audited*
- *High quality editorial*
- *Glossy, well-designed format*
- *Numerous advertiser editorial opportunities*



January 2012

Safety Footwear
Hearing Protection
Working at Height
Protective Coveralls
Gloves
RPE
Gas Detection

Editorial Deadline 25 November 2011
Advertising Deadline 9 December 2011

Health and Safety South, UK, 28-29 February
IOSH 2012 Conference and Exhibition, UK, 6-7 March

April 2012

Working at Height
Workwear
Gloves
Noise Monitoring
Safety Eyewear
Lighting
Gas Detection

Editorial Deadline 24 February 2012
Advertising Deadline 9 March 2012

Workwear and Corporate Clothing Show, UK, 17-18 April
Safety and Health Expo, UK, 15-17 May
Safety Istanbul, Turkey, 5-8 May

July 2012

Working at Height
Gloves
Specialist Workwear
Chemical Protection, Showers and Eyebaths
Head Protection
Breathing Apparatus and RPE
Slips, Trips and Falls

Editorial Deadline 25 May 2012
Advertising Deadline 8 June 2012

September 2012

Occupational Noise Measurement
Lighting
Working at Height
Protective Clothing
Arm and Hand Protection
Footwear
Confined Space

Editorial Deadline 27 July 2012
Advertising deadline 10 August 2012

Safety and Security, Finland, 5-7 September
Interprotec, Czech Republic, 10-14 September
Health and Safety North, UK, 10-11 October
Arbeitsschutz Aktuell, Germany, 16-18 October

November 2012

Expo Protection Show Guide
Free enhanced listing for all advertisers

Working at Height
Eyewear
Protective Gloves
Gas Detection
Industrial Footwear
Protective Clothing
RPE

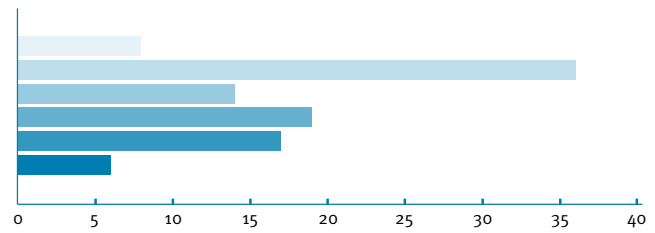
Editorial Deadline 28 September 2012
Advertising Deadline 12 October 2012

Expoprotection, France, 4-7 December

Press releases for the Product Profile section should be in by the editorial deadline. They should be 80 - 150 words in length, in a MS Word document and accompanied by a high resolution digital image (300 dpi at A5). Please put us on your mailing list to ensure we receive PR every issue.

Circulation

| | |
|-----------------|-----|
| United Kingdom | 8% |
| Western Europe | 36% |
| Southern Europe | 14% |
| Eastern Europe | 19% |
| Scandinavia | 17% |
| Benelux | 6% |

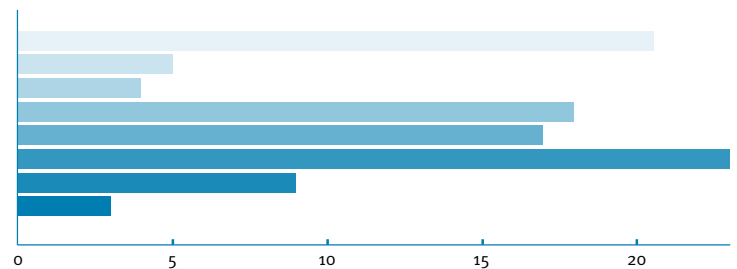


Total Circulation **8,600**

A recent survey indicated a potential readership of over 26,100

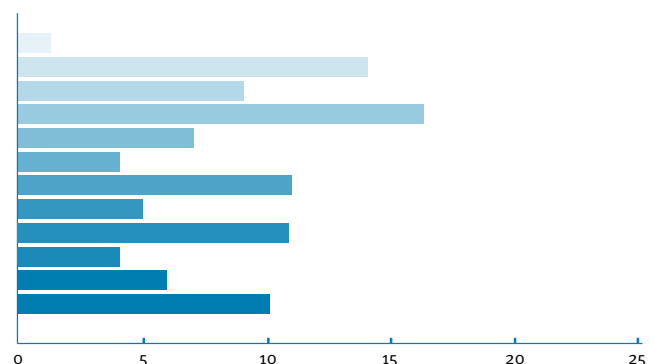
Job Titles

| | |
|------------------------------------|-----|
| Health & Safety Directors/Managers | 21% |
| Health & Safety Inspectors | 5% |
| Health & Safety Consultants | 4% |
| Facilities Managers | 18% |
| Plant Managers | 17% |
| Safety Engineers | 23% |
| Sourcing and Purchasing Managers | 9% |
| Compliance Coordinators | 3% |



Industries

| | |
|------------------------------|-----|
| Government Agencies | 2% |
| Petrochemical | 14% |
| Mining | 9% |
| Power Generation | 17% |
| Water Authorities | 7% |
| Pharmaceuticals | 4% |
| Construction | 11% |
| Chemicals | 5% |
| Telecoms | 11% |
| Steel/Foundry | 4% |
| Automobile & Associated OEMs | 6% |
| PPE Distributors | 10% |



Rates & Specifications

| | | | |
|---|----------------------|--------|------------|
| Double Page Spread | £ 4725 | € 7000 | US\$ 9450 |
| Cover Position | £ 3780 | € 5670 | US\$ 7560 |
| Full Page 4 Colour | £ 2700 | € 4050 | US\$ 5400 |
| Half Page 4 Colour | £ 1900 | € 2850 | US\$ 3800 |
| Quarter Page 4 Colour | £ 1100 | € 1650 | US\$ 2200 |
| Gate-fold, Front/Back Cover (2 sides) - Fig 1 | £ 5400 | € 8100 | US\$ 10800 |
| Gate-fold, Inside (4 sides) - Fig 2 | £ 5600 | € 8400 | US\$ 11200 |
| Double Sided A4 250gsm Insert (Perforated if required) | £ 4350 | € 6525 | US\$ 8700 |
| Bellyband 90-110mm (Other sizes priced on application) | £ 3400 | € 5100 | US\$ 6800 |
| Loose Insert | Price on application | | |
| Banner Advertisement on www.hsimagazine.com | Price on application | | |
| Ribboned Bookmark 63 x 180mm | £ 3600 | € 5400 | US\$ 7200 |
| Company Profile 800 words and several images over 2 pages | £ 4500 | € 6750 | US\$ 9000 |
| Case Study 800 words and several images over 2 pages | £ 4500 | € 6750 | US\$ 9000 |

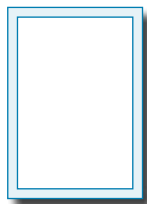




Series Discounts and Agency Commission available

Artwork Specifications

All files supplied to Health & Safety International must be Mac format and print four colour process.



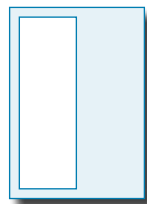
Full Page Advert

Bleed Size - 216 x 303mm
Trim Size - 210 x 297mm
Type Size - 180 x 270mm



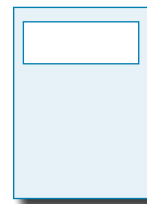
1/2 Page Advert

(Landscape)
Size - 180 x 132mm



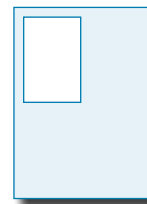
1/2 Page Advert

(Portrait)
Size - 87 x 270mm



1/4 Page Advert

(Landscape)
Size - 180 x 63mm



1/4 Page Advert

(Portrait)
Size - 87 x 132mm

File Formats Accepted

High Resolution Adobe Acrobat PDF or Adobe Indesign CS.

Digital Images

All scans and pictures should be saved as Tiff or EPS files
CMYK 600dpi, without compression or transfer function.

Fonts

All fonts should be converted to paths.

Proofs

All files must be accompanied by a colour proof.

Disks Accepted

CD or DVD.

Advertisement Design

Our In-house design studio can create your advertisement for you
Design cost - £ 150, € 225, US\$ 300

Subscriptions

5 issues per annum (January, April, July, September and November)

UK £ 80, Europe € 122 and the rest of the world US\$ 163



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